

ICPS newsletter

ICPS publications accepted as mainstream — client opinion survey results

A survey held at the end of May showed that compared to 2001, the readers of ICPS publications have perceived them as being more professional and mainstream. This year, the number of respondents offering well-reasoned criticism and proposing their own recommendations for the improvement of ICPS publications has grown noticeably, while the overall marks for the quality of our research remains high

A sincere thank-you to everyone who responded to ICPS request to fill out our questionnaire and sent it back to us. We are grateful to those who are concerned about the quality of ICPS publications and who are willing to contribute to their improvement.

Unlike the previous research, this year we focused mainly on subscribers to the "Economic Research" package. As two years ago, our aim was to:

- define to what extent the package of ICPS publications in general and its elements in particular comply with readers' needs;
- identify weak points in the publications' content and in the formatting of their presentation;
- single out the topics that are the most interesting for our clients and require more attention in future;
- show whether client preferences have changed concerning the horizon of the forecast period and the frequency of publication issue.

Survey results

According to survey results, about 95% of respondents assessed ICPS regular publications in general as "Excellent" and "Good", and as to usefulness of specific issues, about 80% of respondents assessed ICPS publications as "Very useful" and "Useful on the whole". Furthermore, over 90% of clients mentioned that they are satisfied with the publication quality of our products, as well as the quality of our relevant services.

Most of the questions in the questionnaire dealt with an assessment of the quality and usefulness of specific publications; the survey results are presented below.

Quarterly Predictions

Over 70% of respondents marked individual sections of the Quarterly Predictions journal as "Very useful" and "Useful on the whole". For 23.7% of respondents, Quarterly Predictions bulletin was the source of macroeconomic forecasts, 31.8% mentioned this publication as providing economic situation analysis, 20.6% used Quarterly Predictions as a source of latest

Figure 1. How would you assess ICPS publications in general?

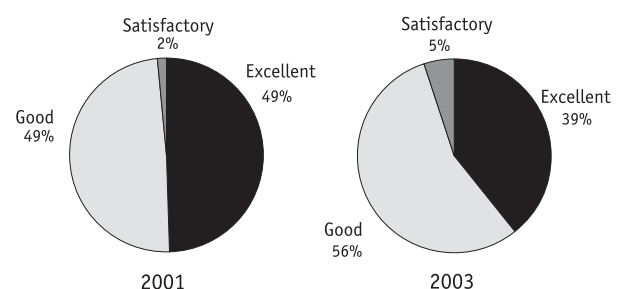


Figure 2. Assessment of usefulness of individual ICPS publications

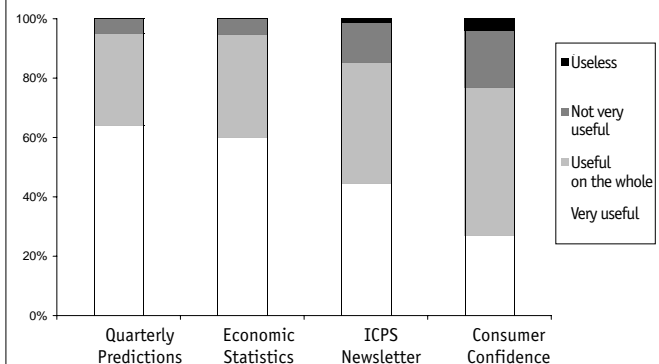
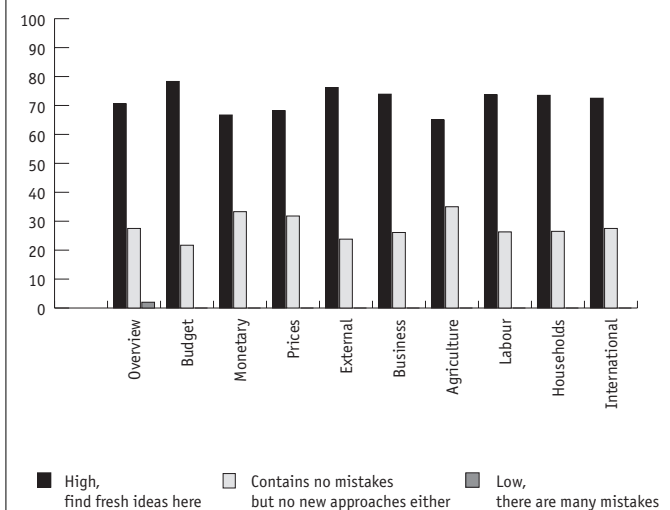


Figure 3. Assessment of the professional level of Quarterly Predictions economic sectors' analysis, %



information, and 9% each obtained data for government policy analysis and educational materials from this publication. Between 65% and 78% of respondents noticed with regard to individual sections of Quarterly Predictions that the professional level of Ukrainian economic sectors analysis was high and carried out with the application of modern techniques.

Short-term forecast period satisfies the needs of the majority of respondents; the answers "Up to 1 year" and "1–2 years" gathered 57% of the total. The share of those who would prefer a 3–5-year research period was 19.5%.

Economic Statistics

This collection of major Ukrainian economic statistical indicators necessary to do business in Ukraine ranked second place by popularity among ICPS clients. About 84% of clients mentioned that they use Economic Statistics in their work, and 60% of constant readers of this publication gave it the highest assessment "Very useful".

Consumer Confidence

The Consumer Confidence Index that has been surveyed by ICPS together with the Gfk-USM company for nearly three years, is used by 53.6% of respondents in their everyday work. While the previous survey showed that many respondents were not aware of this publication and could not assess it, this time readers' attention to the analysis of domestic household preferences grew substantially. About 39% of the readers used it for the purpose of macroeconomic forecasting, 18% used it to assess the effectiveness of government actions, 16% used it for market planning, and 27% used it for studying or other purposes. 36% of respondents considered the quarterly period for calculating the consumer confidence index to be optimal; 28% of respondents would have liked to receive index survey results every month.

It is worthwhile mentioning that despite the fact that comparatively many respondents did not use the CCI in their work and gave a general assessment not assessing this publication as a useful one, the questionnaires of experts on household consumer behaviour issues showed the high level of their commitment to this research.

The survey we carried out enabled us to obtain not only statistical material for examination but also much useful advice and many remarks expressed in the questionnaires sent back to us. We especially thank you for your proposals and hope that in taking your wishes into consideration, we will contribute to the clarity and usefulness of ICPS research, thereby providing additional advantages for our clients. ■

If you wish to subscribe to the publications of the International Centre for Policy Studies, please contact Maksym Korepanov at tel.: (044) 236-5464 or e-mail: marketing@icps.kiev.ua. You may also order ICPS publications through the centre's web-site: <http://www.icps.com.ua/eng/pub/> or purchase an electronic version of any ICPS economic publication in our Internet shop: <http://www.icps.com.ua/eng/store/>

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Training launched for regional policy centres

Training for Ukrainian regional organisations selected to participate in the program "Capacity Building of Regional Centres for Policy Analysis at the Local Level", conducted jointly by experts from ICPS and the Razumkov UCEPS and sponsored by the International Renaissance Foundation, commenced this week with a seminar on "Introduction to Public Policy".

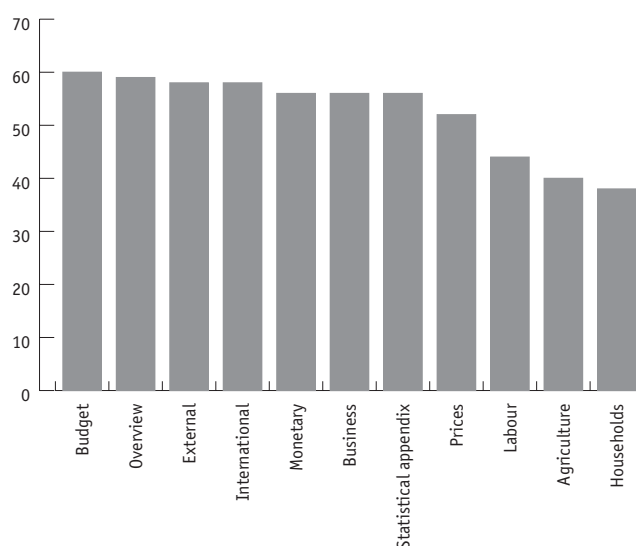
Program participants are expected to elaborate their competition project proposals and submit them for consideration by the International Renaissance Foundation. To this end, ICPS experts held a two-day seminar for representatives of the winning organisations, teaching basic public policy principles and ways of implementing them in applied research. Participants were given the same boilerplate formats for analytical and technical documents that are widely used by ICPS researchers, in order to help them elaborate their project proposals and assist in further project management.

This seminar is the first in a series of training events planned under the program's framework. ICPS and the Razumkov UCEPS intend to conduct monthly training classes for representatives of selected policy centres in policy analysis methods, independent policy research, organisation of communication events, public relations, and sociological surveys.

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Figure 4. The usefulness of specific chapters of "Quarterly Predictions"

percent of respondents who evaluated every chapter as "very useful" or "useful"



The International Centre for Policy Studies is an independent research organisation whose mandate is to promote the introduction of public policy concepts and practices in Ukraine. This is achieved by increasing the know-how of key government officials for policy choices, formulation, and debate, and the awareness of the public-at-large of the benefits of policy.

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